

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Nikki Lund</td> <td></td> <td>04/15/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Nikki Lund		04/15/2010	INDIVIDUAL: UNITED STATES					
Name	Formerly	Execution Date	Entity Type										
Nikki Lund		04/15/2010	INDIVIDUAL: UNITED STATES										
RECEIVING PARTY DATA													
Name:	White Trash Beautiful, LLC												
Street Address:	2202 South Figueroa St., #507												
City:	Los Angeles												
State/Country:	CALIFORNIA												
Postal Code:	90007												
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA												
PROPERTY NUMBERS Total: 3													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Serial Number:</td> <td>77874800</td> <td>WHITE TRASH BEAUTIFUL</td> </tr> <tr> <td>Serial Number:</td> <td>77874807</td> <td>WTB</td> </tr> <tr> <td>Serial Number:</td> <td>77874814</td> <td>WTB WHITE TRASH BEAUTIFUL</td> </tr> </table>	Property Type	Number	Word Mark	Serial Number:	77874800	WHITE TRASH BEAUTIFUL	Serial Number:	77874807	WTB	Serial Number:	77874814	WTB WHITE TRASH BEAUTIFUL	
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Serial Number:	77874800	WHITE TRASH BEAUTIFUL											
Serial Number:	77874807	WTB											
Serial Number:	77874814	WTB WHITE TRASH BEAUTIFUL											
CORRESPONDENCE DATA													
Fax Number:	(626)396-0445												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	818-973-2720												
Email:	italia@italiaip.com												
Correspondent Name:	James Italia												
Address Line 1:	3500 West Olive Ave., Suite 300												
Address Line 4:	Burbank, CALIFORNIA 91505												
NAME OF SUBMITTER:	James A. Italia												
Signature:	/James A. Italia/												
Date:	04/19/2010												

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 REEL: 004188 FRAME: 0606

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between White Trash Beautiful, a Limited Liability Company formed in accordance with the laws of California (the "Assignee"), and Nikki Lund an individual and a citizen of the United States (the "Assignor").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration, together with the goodwill of the business connected with and symbolized by the Trademarks, as set forth below:

Application Serial No. 77/874,800 "White Trash Beautiful"

Application Serial No. 77/874,807 "WTB"

Application Serial No. 77/874,800 "WTB White Trash Beautiful"; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration as set forth above to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

Executed this 15 day of April, 2010 at Los Angeles, California.


Nikki Lund